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POLLUTION OF THE INFORMATION ENVIRONMENT AND INAPPROPRIATE FORMS OF INFORMATION

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ABSTRACT

This article provides a deep analysis of the pollution of the modern information environment, particularly focusing on inappropriate forms of information and their negative effects on societal life and individual consciousness. It shows how the spread of false, manipulative, and harmful information can poison the minds of youth and undermine social stability. Additionally, the article discusses methods of combating information pollution, such as information literacy, legal regulations, and raising public awareness.

KEYWORDS: Information environment, information pollution, inappropriate information, fake news, media literacy, information security, social networks, cyberbullying.

Introduction. In today's era of globalization, the rapid development of information technologies has become an integral part of human progress. Every day, billions of people encounter various types of information through the internet, social networks, and mass media. In such conditions, maintaining a clean, reliable, and useful information environment becomes extremely important. Unfortunately, nowadays, there is an increasing amount of negative, false, misleading, manipulative, or inappropriate information in the information environment. This phenomenon is referred to as "information pollution."

Main Part. The information environment and causes of ts pollution the information environment is the space in which the exchange, dissemination, and reception of information between people occurs — through the internet, mass media, blogs, messengers, and social networks. The main characteristics of this environment are speed, openness, and mass accessibility. However, alongside these advantages come negative consequences. The following factors contribute to information pollution:

- Weak regulation: Many sources, especially on social media, lack proper oversight, allowing false or provocative information to spread freely.

- Personal interests: Some individuals distort or fabricate information to achieve their own goals.
- Low information literacy: People often lack the culture of analyzing and verifying information. They quickly believe and share anything without checking.
- Clickbait and sensationalism: Bloggers and some media outlets publish exaggerated or misleading headlines to gain more views or readership.

Forms of inappropriate information in the information space appears in various forms, the main ones being:

- False and manipulative content: Designed to mislead or guide people toward incorrect conclusions. Examples include political propaganda, fake news, and conspiracy theories.
- Promotion of violence and extremism: Some groups spread content inciting violence or ethnic/religious hatred online.
- Pornographic and immoral content: Especially dangerous among youth, this type of material can lead to moral and psychological degradation.
- Cybercrime and fraud: Criminals use deceptive information to scam people financially.
- Dissemination of personal data: Sharing photos, videos, or messages related to someone's private life without permission can lead to cyberbullying.

Negative effects of inappropriate information the spread of inappropriate information negatively affects all aspects of society:

- Impact on individual psychology: False information, alarming news, and cyberbullying can seriously harm people’s — especially young people's — mental well-being.
- Public distrust: Misinformation in media and online can increase suspicion, anxiety, and uncertainty within society.
- Social conflicts: Content inciting interethnic or interfaith hatred can threaten social stability.
- Legal violations and crime: Some information may encourage criminal behavior.

Ways to combat information pollutio improving the informati on environment is vital for the cultural, moral, and ethical development of society, especially the youth. The following measures should be taken:

- Enhancing information literacy: Introduce lessons on information culture and media literacy in schools and universities.
- Strengthening legal frameworks: Enforce laws against those who spread false or inappropriate content.
- Establishing online monitoring systems: Use special platforms and filters to prevent the spread of fake or harmful information.
- Developing moral immunity in society: Every individual should be responsible in choosing and sharing information and rely on credible sources.
- Parental and educational involvement: Parents and teachers should supervise youth’s internet usage and teach them how to choose accurate and reliable information.

Results and Discussions

Based on the conducted analysis, the following key results were obtained:

- The main causes of information environment pollution are weak regulation, low information literacy, and excessive openness on social media platforms.

- Among the types of inappropriate content, the most dangerous are fake news, content promoting violence, pornography, and manipulative materials.
- The lack of a culture of information selection among young people makes them highly susceptible to the influence of negative content.
- In the context of Uzbekistan, the most effective measures to combat these issues are strengthening legal mechanisms, widely introducing media literacy, and increasing parental control.

During the discussion process, it was also proposed — taking into account international experiences — to implement content filtering systems for internet resources and to carry out monitoring based on ethical standards in cooperation with social media platforms.

Conclusion. In conclusion, pollution of the information environment is a pressing issue for modern society. False, misleading, harmful, and inappropriate content has a profound negative impact on public life, individual psychology, and social stability. Therefore, every citizen, especially young people, must be conscious when selecting, analyzing, and sharing information.

By increasing information culture and literacy, and strengthening legal and technological measures, we can create a healthy information environment. Only under these conditions can we successfully build a healthy society and a stable state.

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